



COUNTY OF BEDFORD, VIRGINIA

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ADMINISTRATION

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Bedford County names new Public Information Officer (PIO)



County Administrator, Robert Hiss, is pleased to announce Shelley Basinger as Bedford County's new Public Information Officer (PIO). This is a newly created position within the organization.

Ms. Basinger has been the managing editor with VistaGraphics since 2016. In this role, she oversaw the development of three regional magazines: Lynchburg Living, Lynchburg Business, and Central VA Bridal Guide. Prior to that, she held roles in marketing at Liberty University and as an anchor/ reporter/ producer at WSET-TV. She earned her Bachelor's degree in Journalism from the University of North Carolina at Chapel Hill.

Upon accepting this role with Bedford County, Ms. Basinger stated, "I look forward to working alongside the administrative team, department leaders, Board of Supervisors and many others to bring Bedford County's communication strategies to the next level. As a Bedford County resident, I am thankful

for this incredible opportunity to provide this public service to a community I know and love."

Robert Hiss further stated, "Shelley will bring energy and creativity to the County government and her varied experiences positions her well to succeed. I look forward to her joining our leadership team and to the improvements she will employ to further communication to the citizens we serve."

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